

Message Text

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PAGE 01 STATE 160649

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INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/OIM/SAD/WALE/DCG

APPROVED BY EB/OCA/CD/REDAY

COM/OIM/SAD/RGOOTENBERG

COM/OIM/JAPAN/AMIKAWA

M- RRETT

M/OIM/RGARNITZ

EA/E D EB-

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P 232122Z JUN 78

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 160649

E.O. 11652:NA

TAGS: BEXP, JA

SUBJECT:PLANNING FOR OCTOBER EXPORT MISSIONS

REF: STATE 150280

1. USDOC APPRECIATES POST'S COMMENTS AND CONCERN FOR CAREFUL SELECTION OF PARTICIPATING FIRMS FOR OCTOBER MISSIONS.

2. THESE MISSIONS ARE BEING PROCURED UNDER THE RIGOROUS CRITERIA FOR ALL SPECIALIZED TRADE MISSIONS WITH SPECIAL EMPHASIS AND CONSIDERATIONS BEING GIVEN (1) TO COMPANIES OF SIZE AND FINANCIAL STRUCTURE (MEDIUM TO LARGE) TO SUPPORT AND SUSTAIN LONG TERM COMMERCIAL DEVELOPMENT GOALS
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IN THE JAPANESE MARKET; (2) COMPANY PARTICIPANT MUST BE TOP NEGOTIATING OFFICIAL; I.E., VICE PRESIDENT OF INTERNATIONAL OR DIRECTOR OF INTERNATIONAL MARKETING, RESPONSIBLE FOR ESTABLISHING COMPANY MARKET-POLICIES, STRATEGIES, INVESTMENT, PENETRATION GOALS ABROAD; (3) SPECIAL EMPHASIS ON HIGH TECHNOLOGY EQUIPMENT, NEW-TO-MARKET FIRMS, INTRODUCTION OF NEW LINES; AND (4) A GOOD

CROSS SECTION RANGE OF PRODUCTS AND/OR SERVICES IN EACH SPECIALIZED THEME, WITH EVERY EFFORT MADE TO ELIMINATE

DIRECT COMPETING LINES.

3. PROCUREMENT OF THESE MISSIONS BY EACH COORDINATOR IS PROCEEDING WELL UNDER VERY CAREFUL SCRUTINY OF ITA'S TRADE MISSIONS SECTION AND WITH GREAT SELECTIVITY IN THAT WE HAVE NOT GONE THE MASS MAILING ROUTE. INSTEAD, EACH MISSION IS BEING PROCURED THROUGH PERSONALIZED TELEPHONE CONTACT WITH TARGETED U.S. FIRMS WHICH WE BELIEVE CAPABLE OF MEETING THE CRITERIA DESCRIBED ABOVE. EARLIER THIS WEEK, WE TRANSMITTED THE FIRST INFORMATION ON PARTICIPANTS, STARTING WITH THOSE COMMITTED FOR THE ORIGINAL EQUIPMENT AUTOMOTIVE PARTS MISSION. SAME TYPE INFORMATION ON THE OTHER FOUR MISSIONS IS BEING PREPARED FOR TRANSMITTAL NEXT DAY OR TWO. VANCE

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Message Attributes

Automatic Decaptoning: X

Capture Date: 01 jan 1994

Channel Indicators: n/a

Current Classification: UNCLASSIFIED

Concepts: n/a

Control Number: n/a

Copy: SINGLE

Draft Date: 23 jun 1978

Decaption Date: 01 jan 1960

Decaption Note:

Disposition Action: n/a

Disposition Approved on Date:

Disposition Case Number: n/a

Disposition Comment:

Disposition Date: 01 jan 1960

Disposition Event:

Disposition History: n/a

Disposition Reason:

Disposition Remarks:

Document Number: 1978STATE160649

Document Source: CORE

Document Unique ID: 00

Drafter: OIM/SAD/WALE/DCG

Enclosure: n/a

Executive Order: N/A

Errors: N/A

Expiration:

Film Number: D780263-0190

Format: TEL

From: STATE

Handling Restrictions: n/a

Image Path:

ISecure: 1

Legacy Key: link1978/newtext/t19780624/aaaaauzs.tel

Line Count: 79

Litigation Code IDs:

Litigation Codes:

Litigation History:

Locator: TEXT ON-LINE, ON MICROFILM

Message ID: c56ba182-c288-dd11-92da-001cc4696bcc

Office: ORIGIN COME

Original Classification: UNCLASSIFIED

Original Handling Restrictions: n/a

Original Previous Classification: n/a

Original Previous Handling Restrictions: n/a

Page Count: 2

Previous Channel Indicators: n/a

Previous Classification: n/a

Previous Handling Restrictions: n/a

Reference: 78 STATE 150280

Retention: 0

Review Action: RELEASED, APPROVED

Review Content Flags:

Review Date: 29 mar 2005

Review Event:

Review Exemptions: n/a

Review Media Identifier:

Review Release Date: N/A

Review Release Event: n/a

Review Transfer Date:

Review Withdrawn Fields: n/a

SAS ID: 2223227

Secure: OPEN

Status: NATIVE

Subject: PLANNING FOR OCTOBER EXPORT MISSIONS

TAGS: BEXP, JA

To: TOKYO

Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/c56ba182-c288-dd11-92da-001cc4696bcc

Review Markings:

Sheryl P. Walter

Declassified/Released

US Department of State

EO Systematic Review

20 Mar 2014

Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014